



## The Design Process



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## Step One: Know Your Downtown - *Don't jump to a solution to fast!*

- Inventory & Research
- Walk-Around
- Photo-shoot
- ID Problems
- Discover your Opportunities
- Conduct a Community Visual Assessment
- Don't evaluate, Just collect The Good, The Bad, The Great and The Ugly!



## Commonly Found Problems

- Aged infrastructure
- Vacant buildings and sites
- Deferred Maintenance
- Poor quality improvements
- Obsolete signs
- Inappropriate new construction
- Inadequate or poorly managed parking
- Inconvenient traffic patterns



## Commonly Found Opportunities!

- Existing historic building stock and infrastructure
- Central location
- Variety of Uses
- Pedestrian orientation-walkable
- Opportunities for New Development or Redevelopment



## Step Two: Do Careful Analysis

- Is the downtown inviting?
- Are buildings and public spaces in good condition and well maintained?
- Is it easy for visitors to get to downtown and find destinations?
- What is the quality of new work that has happened?
- What is compelling about your downtown, is its story being "told"?



## Step Three: Set The Big-Picture Big Goals

- "Begin with the End in Mind"
- "Reinvigorate downtown as THE magnet for doing business, living and having fun in the community"





#### Step Four: Set Clear Objectives

##### Be "SMART"

<http://www.topachievement.com/smart.html>

- Specific
- Measurable
- Attainable
- Rewarding
- Timely



#### Step Four: Set Clear Objectives



- Improve Facades of Downtown Buildings
- Upgrade Streetscape on Main Street
- Create Outdoor Space for Events
- Upgrade Graphics and Signs to the Downtown
- Create an ongoing maintenance program



#### Step Four: SMART Objectives nets Priorities

- Analyzed findings from Step One
- Set Your Goals
- Defined your Objectives
  - Specific
  - Measurable
  - **Attainable**
  - Rewarding
  - Timely



#### Step Five: Priorities



- Long Term
- Short Term
- Ongoing
- Long Term
  - Streetscape Improvements
- Short Term
  - Meet with City
  - Set up Task Force
  - Work with City to make the Objective a PRIORITY
- Ongoing
  - Maintenance



#### Step Five: Priorities

- Sample Short-term Small Projects
  - Public Improvements
    - Trash cans and banners
    - Paint utility poles
    - Remove sign clutter
    - Clean streets and sidewalks
    - Add planter boxes/baskets
    - Add landscaping
    - Repave parking lots and re-stripe
  - Building Improvements
    - Signs, awnings, paint



#### Step Six: Finding Good Design Solutions



- What gives your community its sense of place?
- What is your town telling you?
- What design elements give your town its "feel"?
- What is your community story and how might you tell it?
- What events give it its identity and how is it manifested in the built environment?



What gives your community its sense of place?



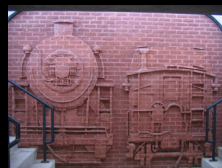
What design elements give your town its "feel"?



What is your community story and how might you tell it?



What is your community story and how might you tell it?



Step Six: Finding Good Design Solutions

- Budget/Funding
- Professional Assistance
- Design Process
  - Info Gathering
  - Research
  - Design Options
  - Final Design
  - Implementation



## Exercise

Has the design issue you identified earlier today fit your big design Goals?  
Is it a SMART objective?  
What is your community story and are you telling it?